

**THE EFFECT OF LOCATION AND SERVICE QUALITY ON CUSTOMER'S
LOYALTY AT BRILINK KEMBAR SEPASANG DUSUN II PENARIK OF
MUKOMUKO REGENCY**

By:

Ira Purwasi ¹⁾
Ida Anggriani ²⁾
M. Rahman Febliansa ²⁾

ABSTRACT

The role of strong access to financial services will be able to maintain the stability and economic growth of each individual, both from the upper middle class and from the underprivileged segments of society. Thus, when all levels of society have equal access to financial services and according to their needs, it indirectly helps strengthen the country's overall economic foundation. This condition makes BRILink agents the spearhead in ensuring that financial services are not only limited to big cities, but also penetrate into remote villages. Meanwhile, this study aims to determine the effect of location and service quality on customer's loyalty at BRILink Kembar Sepasang Dusun II Penarik of Muko-Muko Regency. This research is included in explanatory research with a quantitative approach, which uses multiple linear regression analysis methods. Meanwhile, the population in this study is the community who are customers or users of financial services at BRILink Kembar Sepasang Dusun II Penarik of Muko-Muko Regency. Meanwhile, the number of respondent samples that have been determined in this study is 100 people. The results showed that location and service quality had a positive and significant effect on customer's loyalty at BRILink Kembar Sepasang Dusun II Penarik Muko-Muko Regency, both partially and simultaneously. Thus, it can be concluded that the more strategic the location and the good quality of service felt by customers who use financial services at BRILink Kembar Sepasang Dusun II Penarik Muko-Muko Regency, the greater the level of loyalty created.

Keywords: Location, Service Quality, Loyalty, and BRILink

- 1) Student
- 2) Supervisors

